

Revenue Operations Executive

Transforming revenue operations through strategic leadership, operational excellence, and innovative solutions for unparalleled business growth and profitability.

Accomplished and solution-oriented professional with solid history of success in optimising organisational efficiency, driving strategic initiatives, and maximising profitability. Skilled in leading pricing negotiations, executing impactful go-to-market strategies/processes, and fostering cross-functional collaboration. Proficient in developing and employing sales processes, from demand generation to opportunity creation. Proven ability to analyse market dynamics and implement data-driven strategies for revenue growth. Accomplished in aligning global campaigns with targeted industries and ensuring adherence to commercial guidelines. Strategic thinker and collaborative leader with commitment to leading and motivating diverse teams to achieve and exceed revenue objectives. Articulate communicator; fostering positive working relationships with all levels of management; honed with best practices for identifying and resolving all issues.

Areas of Expertise

- Operational Efficiency Optimisation
- Revenue Growth Strategies
- Commercial Strategy Development
- Sales & Pipeline Management
- Pricing Strategy & Negotiation
- Market Analysis & Trends
- Data-Driven Decision-Making
- Strategic Solutions Design
- Strategic Planning & Execution
- Cross-Functional Collaboration
- Team Leadership & Training
- Forecasting Accuracy

Career Experience

Mynewsdesk | Sweden

Mar 2023 – Dec 2023

Revenue Operations Lead

Conduct comprehensive evaluation of sales pipeline while providing recommendations and applying targeted actions to drive performance improvements. Enforce strict adherence to business rules to ensure operational integrity and regulatory compliance. Leveraged diverse set of software tools to augment workflows for enhancing effectiveness of revenue operations. Cultivated cross-functional collaboration, fostering synergy between different teams to maximise overall business performance.

- Boosted the efficiency and resilience of the commercial team by innovating and optimising streamlined processes.
- Empowered entire organisation with insightful analytics for informed decision-making by spearheading the development of data-driven dashboards and reports.
- Functioned as pivotal link between sales and system support teams within the business systems framework for validating seamless integration and communication.
- Orchestrated successful overhaul of largest market's go-to-market (GTM) strategy mid-fiscal year, including transitioning teams, updating systems, and establishing new objectives to align with evolving market dynamics.
- Delivered 20% boost in customer retention efforts whilst maintaining uninterrupted business operations by showcasing commitment to customer satisfaction and long-term relationships.
- Preserved estimated annual value equivalent to 9% of Annual Recurring Revenue (ARR) and demonstrated strategic foresight and financial acumen whilst implementing proactive program to safeguard company's revenue by detecting and preventing unauthorised service usage.

VIZRT | Sweden

Feb 2022 – Mar 2023

Global Revenue Operations Manager

Collaborated with leaders in Sales, Services, and Finance to ensure alignment and cohesion across departments. Conducted comprehensive global analysis of sales performance by identifying areas for improvement and proposing targeted activities to increase overall effectiveness. Orchestrated optimisation of sales organisation via application of new Go-to-market model for new fiscal year. Launched Sales Handbook to expedite onboarding processes and standardise key operational procedures. Implemented knowledge-sharing sessions program to enhance collaboration and information exchange.

- Spearheaded the enhancement of global business operations within the Vizrt brand whilst focusing on monitoring and improving operational efficiency in Sales and Customer Success organisation.

- Defined, executed, and successfully landed strategic priorities for organisation, whilst coaching and coordinating regional Sales Operations Managers.
- Functioned as trusted advisor to Vizrt sales leadership team by providing strategic support to improve business operations.
- Drove consistency and excellence across organisation by validating meticulous execution and follow-up in accordance with Sales Excellence framework.
- Improved creation of renewal opportunities with 90% quality accuracy via commitment to precision and reliability.
- Achieved 95% accuracy and accountability across all sales teams by designing/launching collaborative forecast process.
- Introduced Sales Scorecard, resulting in 40% increase in pipeline quality and pipeline generation.
- Supported and enabled the launch of Flexible Access 2.0 to facilitate smooth transition and operational continuity.
- Created over six sales dashboards and tools to offer visibility into business and support data-driven decision-making.

Mavenir | Sweden

Apr 2021 – Feb 2022

Global Price Manager

Modified and implemented pricing strategies in response to market dynamics and organisational goals through proactive and dynamic pricing management approach. Oversaw comprehensive pricing negotiations for entire product portfolio whilst ensuring strict alignment with company goals and key performance indicators.

- Established robust business cases to present multiple alternatives during customer negotiations by exhibiting strategic and adaptable approach to pricing.
- Sustained and continually improved pricing and reporting tools to validate accuracy/efficiency in pricing-related processes.
- Played pivotal role as strategic advisor to sales organisation by delivering valuable insights and guidance on pricing levels and models to augment revenue generation.
- Enhanced negotiation accuracy across diverse markets by directing standardisation of price books for global customers.

Salesforce | Sweden

Mar 2018 – Mar 2021

Sales Operations Manager

Took charge of regional demand generation board and pipeline targets, consulting with mid and senior management to deliver insights into pipeline trends and contribute to strategic business development. Led the strategic planning of consolidated demand generation efforts, aligning with Nordic sales priorities to enhance market penetration. Developed and oversaw innovative Account Executive (AE)/Business Development Representative (BDR) programs in collaboration with key stakeholders, fostering proactive and results-driven sales environment. Ensured active engagement of the sales team through continuous communication and performance reviews, fostering high-performance culture.

- Drove operational excellence, maximised organisation-wide productivity and validate achievement of AE quota targets by spearheading diverse initiatives.
- Optimised impact of marketing efforts by aligning global/EMEA campaigns with targeted industries, segments, and accounts.
- Boosted pipeline generation from enablement and prospecting to opportunity creation, attaining 135% Compound Annual Growth Rate (CAGR) in just two years by employing robust operational cadence across all teams.
- Boosted quarterly sales forecasting accuracy to over 95% by developing and executing new pipeline methodologies.
- Empowered customers via effective presentations/demos whilst illustrating replication of operational cadence via Salesforce.

Ericsson | Sweden

Oct 2015 – Mar 2018

Sales Manager

Developed and executed cutting-edge SaaS sales processes for new offerings, including impactful Internet of Things (IoT) solutions. Validated alignment of commercial proposals and sales processes with global guidelines for maintaining consistency in overall commercial approach. Formulated and executed commercial directives by providing management, and guidance to sales management functions for effective decision-making. Collaborated with key accounts to define and implement commercial strategies by expertly managing negotiations and crafting impactful commercial decisions to drive success.

- Drove future revenues and margins whilst making strategic commercial decisions for profitable business outcomes by innovating and heightening new business models and commercial strategies.
- Maximised commercial opportunities by conducting in-depth analysis of commercial trends and market dynamics.
- Attained significant milestone by closing first Smart City deal in the USA whilst securing substantial 10M USD in revenue.
- Recognised as Top 5 presenter in Sales Boot Camp 2016 by showcasing exceptional communication and presentation skills within competitive sales environment.

Additional Experience

Business Intelligence Manager, Ericsson, Sweden | Feb 2011 – Oct 2015
Sales Support and Price Manager, Ericsson, Venezuela | Nov 2007 – Feb 2011
Sales Support Engineer, Nokia, Venezuela | Feb 2005 – Nov 2007

Education

MBA Essentials

London School of Economics and Political Science, UK

Bachelor of Science in Electronic Engineering

Universidad Simón Bolívar, Venezuela

Professional Development

SPIN Selling | Huthwaite International | 2015

Sales Opportunity Creation | Huthwaite International | 2017

Business Architect | Cordial AB | 2017

Salesforce Ranger (Double Star) | Salesforce | 2019

Sales Navigator | LinkedIn | 2020

Languages

English | Spanish | Swedish